

# **Community Board Discretionary Fund - Beach Hop**

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| <b>TO</b>      | Mercury Bay Community Board                           |
| <b>FROM</b>    | Kirstin Richmond - Community Co-Ordinator             |
| <b>DATE</b>    | 13 July 2015  |
| <b>SUBJECT</b> | <b>Community Board Discretionary Fund - Beach Hop</b> |

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## **1 Purpose of Report**

The purpose of the report is to confirm the use of \$3000.00 of the Mercury Bay Community Board Discretionary Fund to assist with event funding for the Beach Hop cruise to Whitianga - Tuesday 29<sup>th</sup> March 2016.

## **2 Background**

The discretionary fund for the 2015/2016 financial year is \$20,000.00. At the time of writing this report there is no funds currently allocated. Beach Hop historically used to drive the Coromandel loop however this ceased in recent times.

## **3 Issue**

A 2014 survey showed Beach Hop brought in over 100,000 people to Whangamata over the period of a week and generated approximately \$7 million dollars to the local economy. Over 80% of the attendees came from other parts of the North Island. Some came from the South Island and 13 groups came from overseas. Hosting Beach Hop in Whitianga for a day would add significant financial benefit to the retailers and accommodation providers. Beach Hop will be in Whitianga during school holidays, directly after Easter weekend. It is envisaged that bach owners would also extend their stay to be part of this day out. To make this day a success and have it marked on the Beach Hop annual calendar, support is required from the Community Board to assist with roading and other related fees.

## **4 Discussion**

Beach Hop will cruise from Whangamata to Whitianga. On arrival in Whitianga cars will be parked in Taylors Mistake. The Beach Hop theme would be spread throughout Albert Street with rock and roll Bands, prizes for best dressed male and female, trophies for best car in their class. Beach Hop would like to close Albert St for a period of four hours to hold a 'Drag Race', teams of 6 people pushing the cars down Albert St. The cost for a road closure in Albert Street and associated reserve fees are requested to be covered by the Mercury Bay Community Board discretionary fund.

## **5 Suggested Resolution(s)**

That the Mercury Bay Community Board:

1. Receives the report.
2. Allocates \$3,000.00 from its 2015/2016 discretionary fund for road closure and other related TCDC reserve charges associated with the 2016 Beach Hop event.